

2017 WFA ACHIEVEMENT AWARDS PROGRAM

Innovations & Management Excellence

FORM FOR DIVISIONS 13 – 27

FAIR NAME: _____

CLASS: _____ (Example: Small Fair = Class 1)

DIVISION: _____

a) What was the goal? Define the challenge/ problem/target audience and explain what you were trying to accomplish.

b) How did you achieve the goal? What steps were taken to solve the problem or accomplish the goal? Who was involved in the project? Include any working relationships with other agencies/groups.

c) What were the results? Include tangible and quantifiable benefits such as financial, public or media awareness and attendance. Use percentages when applicable.

Statement

Veterans Story Booth

The Heroes Hall Story Booth is a place for veterans to record and share their experiences. More than 200 video clips are up on the Heroes Hall Story Booth YouTube channel – and the number is growing. Stories are from and about our veterans, those on active duty and their friends and family members. Visit us at Heroes Hall to tell your story



Story booth in museum space





Stories uploaded to youtube

YouTube interface showing search results for "OC Fair" stories. The page displays a grid of 24 video thumbnails, each with a title and view count. The titles are: "I have a family member or friend who is serving or has", "I am a veteran, and I want to share my story.", and "I have a family member or friend who is serving or has". The view counts range from 1 to 30 views, all posted 3 months ago.

YouTube interface showing search results for "OC Fair" stories. The page displays a grid of 24 video thumbnails, each with a title and view count. The titles are: "I am a veteran, and I want to share my story.", "I have a family member or friend who is serving or has", "I am currently serving in the military, and I want to share", "I am a veteran, and I want to share my story.", "I have a family member or friend who is serving or has", "I am a veteran, and I want to share my story.", "I have a family member or friend who is serving or has", "I am a veteran, and I want to share my story.", "I have a family member or friend who is serving or has", "I am a veteran, and I want to share my story.", "I have a family member or friend who is serving or has", "I am a veteran, and I want to share my story.", "I have a family member or friend who is serving or has", "I am a veteran, and I want to share my story.", "I have a family member or friend who is serving or has", "I am a veteran, and I want to share my story.", "I have a family member or friend who is serving or has", "I am a veteran, and I want to share my story.", "I have a family member or friend who is serving or has", "I am a veteran, and I want to share my story.", "I have a family member or friend who is serving or has", "I am a veteran, and I want to share my story.", "I have a family member or friend who is serving or has", "I am a veteran, and I want to share my story.", "I have a family member or friend who is serving or has". The view counts range from 1 to 23 views, all posted 3 months ago.



Stories uploaded to youtube

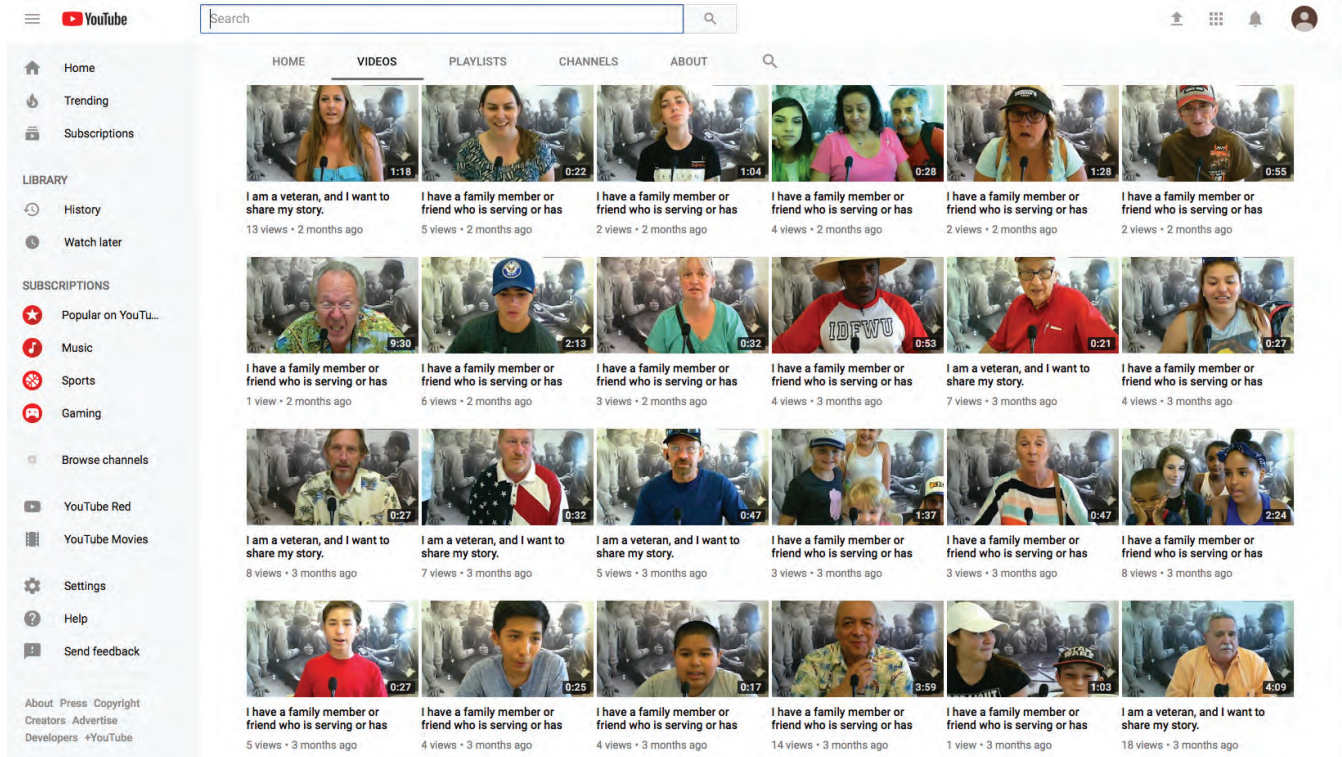
YouTube interface showing a grid of 24 video thumbnails. The thumbnails are arranged in 4 rows and 6 columns. Each thumbnail includes a video title, duration, and view count.

Thumbnail	Title	Duration	Views	Time
1	I am a veteran, and I want to share my story.	2:45	4 views	3 months ago
2	I have a family member or friend who is serving or has	0:10	2 views	3 months ago
3	I have a family member or friend who is serving or has	0:26	3 views	3 months ago
4	I have a family member or friend who is serving or has	0:25	1 view	3 months ago
5	I have a family member or friend who is serving or has	1:08	4 views	3 months ago
6	I have a family member or friend who is serving or has	0:13	2 views	3 months ago
7	I have a family member or friend who is serving or has	1:02	1 view	3 months ago
8	I have a uniform or other military object I would like to	1:05	4 views	3 months ago
9	I have a family member or friend who is serving or has	0:41	5 views	3 months ago
10	I have a family member or friend who is serving or has	0:42	4 views	3 months ago
11	I have a family member or friend who is serving or has	1:29	12 views	3 months ago
12	I have a family member or friend who is serving or has	0:30	6 views	3 months ago
13	I have a family member or friend who is serving or has	0:12	3 views	3 months ago
14	I am a veteran, and I want to share my story.	0:22	6 views	3 months ago
15	I am a veteran, and I want to share my story.	1:37	12 views	3 months ago
16	I have a family member or friend who is serving or has	0:47	3 views	3 months ago
17	I have a family member or friend who is serving or has	3:32	41 views	3 months ago
18	I have a family member or friend who is serving or has	2:21	9 views	3 months ago
19	I am currently serving in the military, and I want to share	0:38	2 views	3 months ago
20	I am a veteran, and I want to share my story.	0:57	2 views	3 months ago
21	I am a veteran, and I want to share my story.	0:58	2 views	3 months ago
22	I have a family member or friend who is serving or has	2:57	2 views	3 months ago
23	I have a family member or friend who is serving or has	1:32	1 view	3 months ago
24	I have a family member or friend who is serving or has	0:48	10 views	3 months ago

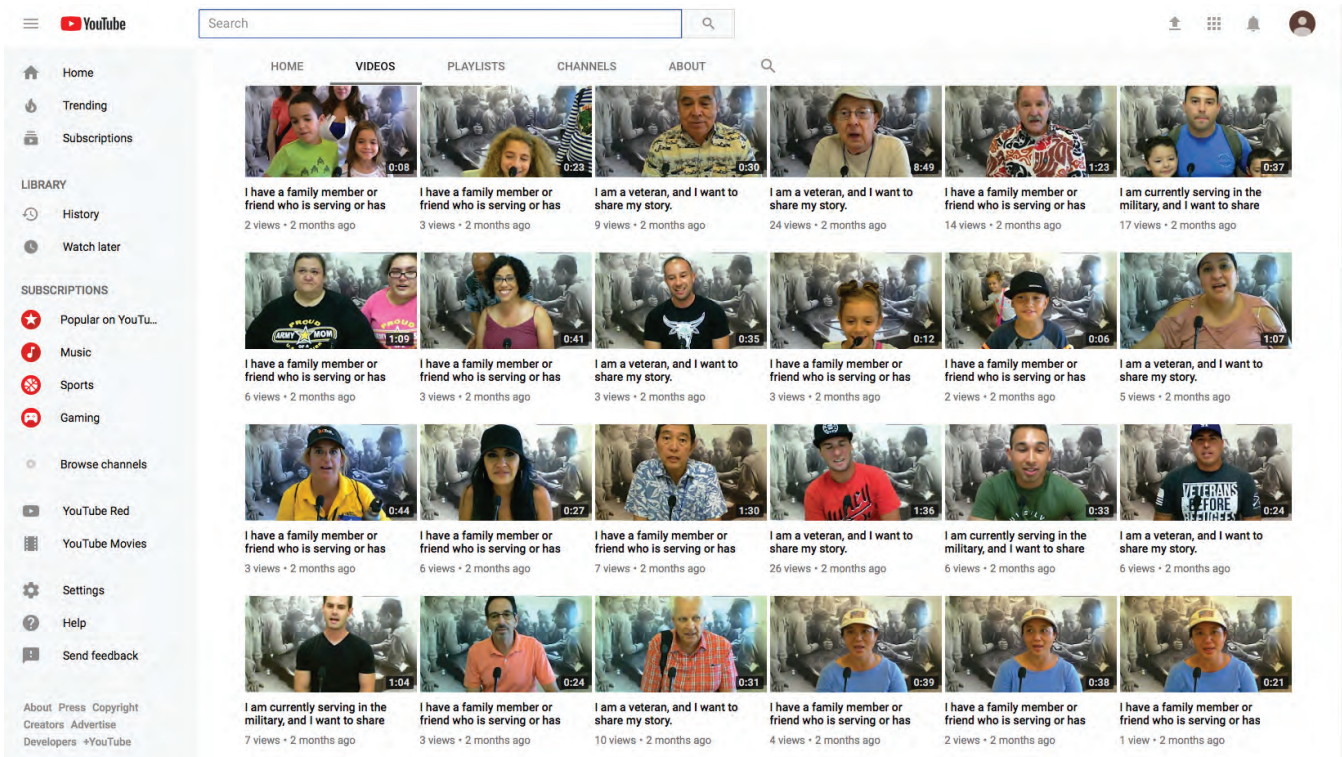
YouTube interface showing a grid of 24 video thumbnails. The thumbnails are arranged in 4 rows and 6 columns. Each thumbnail includes a video title, duration, and view count.

Thumbnail	Title	Duration	Views	Time
1	I have a family member or friend who is serving or has	3:17	6 views	3 months ago
2	I am a veteran, and I want to share my story.	0:33	2 views	3 months ago
3	I have a family member or friend who is serving or has	0:13	2 views	3 months ago
4	I have a family member or friend who is serving or has	1:07	3 views	3 months ago
5	I have a family member or friend who is serving or has	0:17	3 views	3 months ago
6	I am a veteran, and I want to share my story.	1:20	3 views	3 months ago
7	I have a family member or friend who is serving or has	0:46	3 views	3 months ago
8	I am a veteran, and I want to share my story.	1:44	3 views	3 months ago
9	I am currently serving in the military, and I want to share	0:43	10 views	3 months ago
10	I have a family member or friend who is serving or has	1:17	3 views	3 months ago
11	I have a family member or friend who is serving or has	2:47	4 views	3 months ago
12	I am a veteran, and I want to share my story.	2:05	4 views	3 months ago
13	I am a veteran, and I want to share my story.	1:25	6 views	3 months ago
14	I am a veteran, and I want to share my story.	3:19	8 views	3 months ago
15	I have a family member or friend who is serving or has	2:20	14 views	3 months ago
16	I have a family member or friend who is serving or has	1:23	3 views	3 months ago
17	I am a veteran, and I want to share my story.	1:39	19 views	3 months ago
18	I am a veteran, and I want to share my story.	1:48	54 views	3 months ago
19	I have a family member or friend who is serving or has	0:45	2 views	3 months ago
20	I am a veteran, and I want to share my story.	0:19	3 views	3 months ago
21	I am a veteran, and I want to share my story.	0:39	1 view	3 months ago
22	I am a veteran, and I want to share my story.	1:59	4 views	3 months ago
23	I am a veteran, and I want to share my story.	2:30	5 views	3 months ago
24	I have a family member or friend who is serving or has	0:37	2 views	3 months ago

Stories uploaded to youtube



YouTube interface showing a grid of 24 video thumbnails. The thumbnails feature various people, mostly veterans and their families, speaking into microphones. The video titles are repetitive, such as "I am a veteran, and I want to share my story." and "I have a family member or friend who is serving or has...". View counts and upload times (e.g., "2 months ago") are visible below each thumbnail.



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Press Mention

Veterans and those who love them can share experiences and say thanks at Heroes Hall story booth

By LOUIS CASIANO | lcasiano@scng.com | Orange County Register
PUBLISHED: August 15, 2017 at 1:01 pm | UPDATED: October 23, 2017 at 2:56 pm



Marine veteran Rafaelo Papale and his son Logan, 4, record a message in the Heroes Hall Story Booth at the OC Fair in Costa Mesa, on Saturday, August 12, 2017. (Photo by Nick Agro, Orange County Register/SCNG)

COSTA MESA Marine veteran Rafaelo Papale sat with his 4-year-old son, Logan, on his lap and looked into a computer screen at the Heroes Hall veterans museum.

He praised his service, fellow service members — current and former — and said he “bleeds red, white and blue.”

Within minutes, a 51-second video of Papale, a Huntington Beach resident and Irvine police officer, was uploaded to the museum’s story booth YouTube channel, which displays clips of veterans describing when and where they served and other memories and those who’ve never served giving their thoughts on their loves ones and the military.

“This is awesome,” Papale said after stepping out of the story booth on Saturday, Aug. 12. “It’s one of those things when you’re asked to tell your story about something, you don’t really have time to think about it, and luckily I didn’t tear up.”

The OC Fair & Event Center purchased the story booth program from the Cleveland Museum of Art and unveiled it during the OC Fair, when a significant spike in attendance was expected at Heroes Hall.

More than 190 videos have been made so far. About 2,000 fair-goers visited the museum each day of the fair, which closed Sunday, Aug. 13, organizers said.

The technology is the perfect medium to allow veterans to quickly share their experiences in the digital age, said Heroes Hall curator Bolton Colburn, adding that a copy of the video is sent to the email of each participant.

“Heroes Hall’s mission is focused on the stories of our veterans,” Colburn said. “I like the spontaneity of this and the way that it engages our viewers. We’re brushing up aside of veterans all the time and we don’t know it. This is a nice tool to get those stories out there in a more meaningful and public way.”

The clips encompass veterans from all branches and conflicts dating back to World War II.

Some feature children or loved ones thanking veterans and current military members.

Others show veterans recalling specific moments, such as an elderly man who described working in an area where the govern-

Press Mention

ment tested hydrogen bombs not far from the battlefields of Korea while he was in the Navy.

An employee is stationed by the booth on the museum's second floor to try to coax visitors into making a video, something not easily done.

"Veterans are extremely humble," Colburn said.

Some clips are only a few seconds. Others run several minutes. Names of the participants are not shown on the video.

One video shows a man talking about his father, who was a Navy corpsman during the Battle of Iwo Jima.

Another features an Afghanistan veteran wearing a black motorcycle vest with Marine Corps insignia who shared his agony of being wounded in 2010 and his subsequent medical discharge.

"I wanted to do a full 20 years," he said. "Not a day goes by that I don't wish that I could still be wearing that uniform."

A 42-second clip shows a Navy veteran tearing up as she spoke about her brothers, both of whom currently serve in the Army and Navy. She talked of her time in the Navy and the people she met.

"I have some of the most wonderful people that I can call my brothers and sisters for the rest of my life," she said.

Several participants held up their cell phones to show photos of their loved ones in uniform.

Rosie Rubin, daughter of the late Congressional Medal of Honor recipient Tibor Rubin, spoke of her father's experiences in the Mauthausen concentration camp during the Holocaust. Rubin, who lived in Garden Grove, came to the U.S. after he was liberated and enlisted in the Army, serving in the Korean War and spending 30 months as a prisoner of war.

He is honored with a plaque outside of Heroes Hall.

A woman who said her name was Sky, recited a passage on the hardship of war from the "The Things They Carried," a current exhibition at Heroes Hall based on a Tim O'Brien novel that tells the stories of soldiers serving in Vietnam through the items they carried into combat.

"War is mystery and terror and adventure and courage and discovery, and holiness and pity and despair and longing and love. I survived but it is not a happy ending," the passage read. The woman ended her video by saying "Thank You."

The story booth is a regular program at Heroes Hall, which is open daily from 11 a.m.-5 p.m. The museum is at the Orange County fairgrounds at 88 Fair Drive in Costa Mesa. Admission is free.



An army veteran records a message in the Heroes Hall Story Booth at the OC Fair in Costa Mesa, on Saturday, August 12, 2017. (Photo by Nick Agro, Orange County Register/SCNG)

PDF Entry Information

Exhibitor Name: Chris Gunst OC Fair & Event Center

WEN: 242FF1

Division: Section 2 - Innovation & Managemen

Class: 18 New Innovative use of Technolog

Title: Heroes Halls Story Booth

Description:

Notes:

